



CBC

CBC-ROI Alberta Attitudes Survey January 2012



MEDIA RELEASE #3

Important Issues and Political Party Positioning



"Healthcare still dominates the agenda, but economic concerns and oil and gas issues are increasing in importance in Alberta; The PCs are viewed as the best party to lead the Province on economic issues, while Wildrose does not "own" any issue"

This survey was conducted for CBC Alberta by Return On Insight (ROI). Results are based upon a random representative public telephone survey with 803 Alberta adults, conducted between January 25th and January 31st, 2012. This representative cross-section of the opinions of 803 adult Albertans is accurate to within +/-3.5 percentage points at the 95% confidence level. In other words, if the entire adult population of Alberta had been surveyed, the results of such a census would not differ from this poll of 803 residents by more than plus or minus 3.5 percentage points, 19 times out of 20.

A poll of 803 Albertans conducted for the CBC by Return On Insight indicates that the dominant concern in Alberta remains healthcare (41% mentions on an unprompted basis). Previous polling has placed healthcare at the top of the agenda in January 2008 (40%). The major changes from 2008 to 2012 are an increase in economic concerns (from 19% to 31%) and mentions of the oil and gas industry (12% mentions in 2008, more than doubling to 27% in January 2012). Education rounds out the top four issues with 25% mentions. [See Figure 1] Bruce Cameron, President of ROI, the firm which conducted the study, noted:

"It is unusual to see mentions of issues like economic and energy concerns increase so dramatically in 4 years. This reflects the long lasting impact of the recession and the increasing public pressure being exerted domestically and internationally on Alberta's oil and gas industry to explain itself and address its critics."



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Other issues mentioned as important include government spending and the deficit (12%), the environment (10%) and then a host of other issues at 5% or fewer mentions. [See Figure 1]

The PC party is named as the best party to deal with most of the nine issues we examined, with their highest ratings coming in the areas of dealing with “personal security and crime” (43% best party), along with “managing the provincial economy” (43% best). Wildrose is not positioned as the best party to deal with any of the nine issues examined, trailing the PCs by about 20 points on all economic and management issues and being viewed as particularly low in terms of being able to deal effectively with Alberta's cities (Wildrose rated as the best in this category by only 13%). [See Figure 2]

Mr. Cameron pointed out that “*the Wildrose Party does not “own” any particular positioning on key issues facing the electorate, and this has to be a cause of concern entering into an election campaign. Even on economic management issues like managing the provincial economy and spending tax dollars effectively, Wildrose is positioned well back of the PCs in the minds of voters.*”

Four out the nine issues examined relate to social and health areas of government responsibility: education, healthcare, the environment and social problems. While the PC party is seen as the best party to deal with education (33% compared to only 13% for the Wildrose), Albertans are fairly divided about which party would be the best to handle the most important file—healthcare, with the PCs at 26%, followed by the NDP (19%), and the Wildrose and Liberals tied at 15%. [See Figure 3]

Mr. Cameron said: “*the relatively strong positioning of the NDP on issues like the environment (tied with the PCs for best at 25%) and addressing social problems (27%, ahead of the PCs at 24%), could enable the NDP to clearly stand out in a crowded 5 party race. Meanwhile, Wildrose has a long way to go to win over the confidence of the electorate on a host of files, from fiscal management to social programs.*”

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For more information or to arrange an interview, contact:

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Return On Insight is a strategic research consulting company with offices in Alberta and British Columbia Canada. ROI analyzes public opinion and explores consumer insights for public and private sector clients seeking to develop communications initiatives, improve brand positioning, and assess audience and stakeholder engagement efforts. **www.returnoninsight.ca**



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Figure1



Issues of Importance in Alberta



"I'd like to know what you think is the most important issue facing Alberta today?"

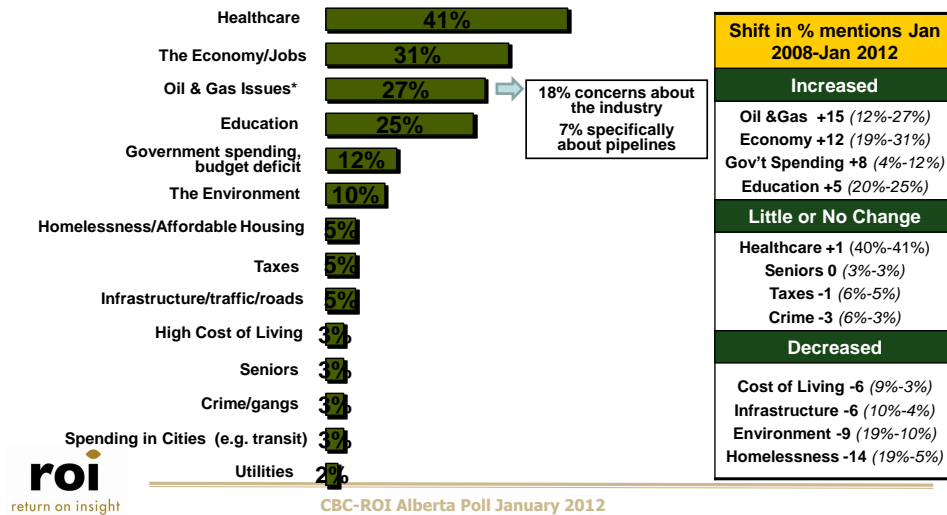


Figure 2



Party Ratings on Economic & Management Issues



"Q14. Thinking about how different parties propose to handle issues of concern to Albertans, which provincial party do you think would do the best job in handling (READ LIST, ROTATE)?

[% who choose on each dimension]

	Personal Security and Crime	Managing the Provincial Economy	Managing the Provincial Budget	Dealing Effectively with Cities	Spending Tax Dollars Effectively
pcAlberta	43%	43%	38%	38%	32%
W	15%	19%	19%	13%	19%
Alberta's NDP	10%	8%	10%	11%	11%
Alberta Liberal	9%	8%	9%	10%	9%
alberta party	2%	2%	3%	2%	3%
None	4%	3%	6%	4%	10%
Unsure	17%	15%	16%	21%	16%

1% said "All"

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Figure 3



Party Ratings on Social & Health Issues



*"Q14. Thinking about how different parties propose to handle issues of concern to Albertans, which provincial party do you think would do the best job in handling (READ LIST, ROTATE)?
[% who choose on each dimension]"*

pc Alberta

W

Alberta's
NDP

Alberta
Liberal

alberta party
better government

None

Unsure

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	Dealing with Education	Dealing with Healthcare	Environmental Protection	Addressing Social Problems
pc Alberta	33%	26%	25%	24%
W	13%	15%	17%	14%
Alberta's NDP	19%	19%	25%	27%
Alberta Liberal	11%	15%	9%	13%
alberta party	3%	3%	3%	3%
None	3%	5%	4%	3%
Unsure	17%	17%	17%	15%

1% said "All"

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